HP – Touchpad Assessment 50 points

Your job is to analyze the use of Marketing in the release of the HP Touchpad this past summer and understand its successes or failures. The following questions are to gauge your understanding of the content that we discovered.

1. **20 points -** Research the HP Touchpad. How did HP use the 9 functions of marketing in its implementation? Support your responses examples found during your research. If you are unable to locate any support, describe how you feel that HP used the marketing function. (**Your supports should be referenced)**
2. **15 points -** Describe how the Marketing Concept was used in the development and release of the HP Touchpad. Analyze each of the 3 elements of the Marketing Concept, and explain whether or not they were successful. If an element(s) was unsuccessful, what could HP have done differently so that the Marketing Concept was satisfied?
3. **5 points -** Who do you feel HP identified as its target market for the Touchpad? What gives you that impression? Support your answer with concrete examples from your research. (**Your supports should be referenced)**
4. **10 points -** Analyze the 5 P’s of the Marketing Mix. For each element identify each component of the HP Touchpad and explain why it falls into the category assigned.